

selecting, based at least in part on review of bid amounts, a received bid; and

adding the advertisement of the selected bid to the web page.

2. The method of claim 1 wherein the selecting of a received bid is performed after receiving of the request.

3. The method of claim 1 wherein the selecting of the received bid is based at least in part on demographics of the user.

4. The method of claim 1 wherein the selecting of the received bid is based at least in part on time at which the request is received.

5. The method of claim 1 wherein the selecting of the received bid is based at least in part on category to which the web page relates.

6. The method of claim 1 wherein the selecting of the received bid is based at least in part on a score indicating a likelihood that all the requested advertising of the bid will be placed.

7. The method of claim 1 wherein the bid amount is based on points received for participating in a commercial transaction.

8. The method of claim 7 wherein the commercial transaction is an auction.

9. The method of claim 1 wherein the bid amount is based on points received for clicking through one web page to another web page.

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*31.* ~~31.~~ (New) The method of claim 1 including allocating points to users based on results of participation in transactions and wherein a bid amount indicates a number of allocated points.

- a2*
32. (New) The method of claim 31 wherein the transaction is an auction.
  33. (New) The method of claim 32 wherein the participation is listing of an item to be auctioned.

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34. (New) The method of claim 32 wherein the participation is placing a bid on an item.

35. (New) The method of claim 32 wherein the participation is purchasing the item.

36. (New) The method of claim 31 wherein the participation is providing a web page through which a person selects another web page.

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37. (New) The method of claim 31 wherein the selecting of the received bid is based at least in part on demographics of the user.

38. (New) The method of claim 31 wherein the selecting of the received bid is based at least in part on time at which the request is received.

39. (New) The method of claim 31 wherein the selecting of the received bid is based at least in part on category to which the web page relates.

40. (New) The method of claim 31 wherein the selecting of the received bid is based at least in part on a score indicating a likelihood that all the requested advertising of the bid will be placed.

*41. 43/4* 41. (New) The method of claim 31 wherein a bid is received from a software component that identifies an advertising strategy for the user.

42. (New) The method of claim 41 wherein the advertising strategy is based at least in part on access patterns of users to categories with which display space is associated.

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43. (New) The method of claim 41 wherein the advertising strategy is based at least in part on similarity of an item being advertised to a category with which the display space is associated.

44. (New) The method of claim 41 wherein the advertising strategy is based at least in part on whether an item being advertised competes with an item associated with the display space.

45. (New) A computer system for allocating advertising space on display pages, comprising:

a database for storing bids indicating bid amount, an advertisement, and display page eligibility;

a component that receives a request to allocate an advertisement for a display page;

a component that selects a bid based on bid amount and display page eligibility stored in the database; and

a component that indicates that the advertisement of the selected bid is being allocated to advertising space of the display page.

46. (New) The computer system of claim 45 wherein the selecting of a bid is performed after receiving of the request.

47. (New) The computer system of claim 45 wherein the display page eligibility is based in part on demographics of the user.

48. (New) The computer system of claim 45 wherein the display page eligibility is based in part on time at which the request is received.

49. (New) The computer system of claim 45 wherein the display page eligibility is based in part on a category to which the display page relates.

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50. (New) The computer system of claim 45 wherein the display page eligibility is used to generate a score indicating a likelihood that all the requested advertising of the bid will be placed.

51. (New) The computer system of claim 45 wherein the bid amount is based on points received for participating in a commercial transaction.

52. (New) The computer system of claim 51 wherein the commercial transaction is an auction.

53. (New) The computer system of claim 45 wherein the bid amount is based on points received for clicking through one display page to another display page.

54. (New) The computer system of claim 45 wherein the bid amount varies based on degree to which the display page matches the display page eligibility.

55. (New) The computer system of claim 45 wherein display space is auctioned to bidders.

56. (New) A method in a computer system for allocating display space of web pages, the method comprising:

receiving from a user a bid indicating a bid amount, an advertisement, and web page eligibility;

sending an indication of the received bid to a server that selects an advertisement for a web page based on the bid amount and the web page eligibility of received bid;

receiving from the server an indication that the advertisement of the received bid has been allocated for a web page; and

providing to the user an indication that the advertisement of the received bid has been allocated for a web page.

57. (New) The method of claim 56 wherein the web page eligibility is based in part on demographics of the user.

58. (New) The method of claim 56 wherein the web page eligibility is based in part on time at which the request is received.

59. (New) The computer system of claim 56 wherein the web page eligibility is based in part on a category to which the display page relates.

60. (New) The method of claim 56 wherein the web page eligibility is used to generate a score indicating a likelihood that all the requested advertising of the bid will be placed.

61. (New) The method of claim 56 wherein the bid amount is based on points received for participating in a commercial transaction.

62. (New) The method of claim 61 the commercial transaction is an auction.

63. (New) The method of claim 56 wherein the bid amount is based on points received for clicking through one web page to another web page.

64. (New) The method of claim 56 wherein the bid amount varies based on degree to which the web page matches the web page eligibility.

65. (New) A computer-readable medium for controlling a computer system to allocate advertisements for display pages, by method comprising:

- providing bids of bidders;
- receiving a request to allocate an advertisement to a display page;
- selecting a provided bid that tends to maximize revenue;

selecting an advertisement associated with the bidder of the selected bid; and  
allocating the selected advertisement to the display page.

66. (New) The computer-readable medium of claim 65 wherein the bids are provided as part of an advertising plan.

67. (New) The computer-readable medium of claim 65 wherein the selecting of a provided bid is performed after receiving of the request.

68. (New) The computer system of claim 65 wherein the selecting of the provided bid is based in part on demographics of a user who requests the display page.

69. (New) The computer system of claim 65 wherein the selecting of the provided bid is based in part on time at which the request is received.

70. (New) The computer system of claim 65 wherein the selecting of the provided bid is based in part on category to which the display page relates.

71. (New) The computer system of claim 65 wherein the selecting of the provided bid is based in part on a score indicating a likelihood that all the requested advertising of the bid will be placed.

72. (New) The computer system of claim 65 wherein a bid amount is based on points received for participating in a commercial transaction.

73. (New) The computer system of claim 72 wherein the commercial transaction is an auction.